

***Analysis of the Effect of Marketing Mix (4P) on the Process of Purchasing
Freshwater Fish Consumption in the Mina Kepis Fish Cultivator Group (KPI)
Mlati District, Sleman Regency***

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ABSTRACT

This research aimed to (1) describe the product, price, place, and promotion factors that influence the process of purchasing decisions for freshwater fish consumption at KPI Mina Kepis (2) Analyze the influence of product, price, place, and promotion factors on of purchasing decisions for freshwater fish consumption at KPI Mina Kepis. This research used a descriptive approach. The method of the research implementation was using survey method. The method of determining the location was purposive. The sampling method was carried out by Accidental sampling amounted to 50 people. The types and sources of data used were primary and secondary data. The data collection methods used were interviews, questionnaires, and observations. In testing the instruments using validity and reliability tests. Data analysis techniques were descriptive analysis and multiple linear regression analysis. The results of the research showed that the product, price, and purchase decision process were in a good category, while the place and promotion were in the good enough category. Product, price, and place variables were influence the purchasing decision process.

Keywords: Product, Price, Place, Promotion and Purchase Decision Process